

# Exhibit 17

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**From:** Lisa Accardo  
**Sent:** Wednesday, June 27, 2012 8:09 AM  
**To:** Kara Reddy (GWB); Rick Weger  
**Subject:** RE: Ignore previous email - Please see these copy lines

Hi Kara –

This is very different from what we saw previously.

Healthfull 45 is an EXCELLENT source of fiber. Whole grain content cannot be used in conjunction with “good/excellent source”.

With the one change below, all looks good, but please give Rick a chance to review as well.

See below.

Lisa Accardo  
Regulatory Labeling Manager - East  
631.951.5064 phone  
[LAccardo@BBUmail.com](mailto:LAccardo@BBUmail.com)

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**From:** Kara Reddy (GWB)  
**Sent:** Tuesday, June 26, 2012 10:47 PM  
**To:** Lisa Accardo; Rick Weger  
**Subject:** Ignore previous email - Please see these copy lines  
**Importance:** High

Hi Guys,

We had to switch up the direction for the FSI that you had already approved – please see copy options below that would go next to the corresponding product. Please let me know any comments/concerns.

Thanks!!

Additional Copy Options:

<45>

45 calories per slice. ~~Good~~ **Excellent** source of fiber. Delicious whole grain taste you can count on.

45 calories per slice, with fiber & whole grains. Proof that good can be delicious.

<SPROUTED>

Baked with sprouted grains and natural ingredients. Great taste and good for you.

Kara Reddy Wynn  
Brand Manager - Western Premium Bread Brands  
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